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(modified PTO/SB/08A)

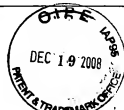| U.S. Department of Commerce Patent and Trademark Office **INFORMATION DISCLOSURE STATEMENT BY APPLICANT** *(use as many sheets as necessary)*	*Complete if Known*

				Complete if Known

Application Number:	10/813,925
Filing Date:	March 31, 2004
First Named Inventor:	Sumit AGARWAL
Group Art Unit:	3622
Examiner Name:	Not yet assigned

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Sheet	**1**	of	**1**	Attorney Docket No.:	**Google-66 (GP-238-00-US)**

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear

Examiner Initials*	Cite No.¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T⁶
		Office³	Number⁴				
/YR/	AP	EP	1320 042	06-18-2003	OVERTURE SERVICES, INC		

OTHER REFERENCES – NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T²
/YR/	AQ	Supplementary European Search Report for European Patent Application No. 05731404.9-1238/1743290, dated September 15, 2008 (3 pgs.)	
/YR/	AR	PARK, Sang Chan et al., "Fuzzy Web Ad Selector Based on Web Usage Mining," IEEE Intelligent Systems, pgs. 62-69, Vol. 18, No. 6, IEEE Service Center, New York, NY, (November 1, 2003)	

Examiner Signature	/Yehdega Retta/	Date Considered	01/29/2009

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.